



Fox Valley United Way

Early Childhood Collaboration



# 2023 DATA REPORT

(July 1, 2022 - June 30, 2023)

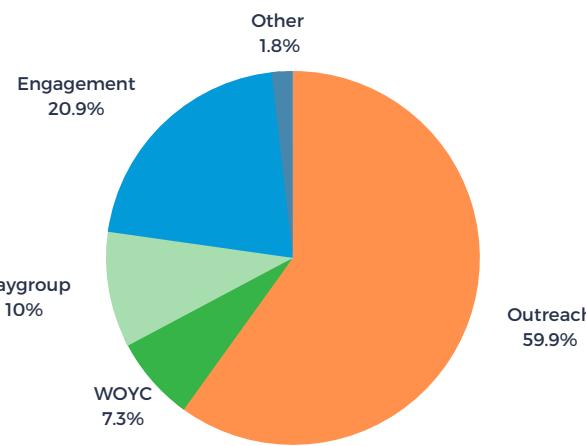
## SPARK FY23 Cumulative Data

**3812**  
CHILDREN

**7448**  
PARENTS

**338**  
FAMILY  
INTERVIEWS

**146**  
EVENTS



### Engagement\*

879  
parents

1416  
children

### Outreach\*

6569  
parents

2396  
children

### Play. Learn. Connect. Events

49  
Play

38  
Learn

59  
Connect

### Intake\*

338  
Intakes

125  
Referrals

\*Referrals made to EI, Home Visiting, PFA (including Expansion), Head Start and CCAP

## Snapshot

\*Engagement is defined as a personal interaction with a family or caregiver  
\*Outreach is defined as spreading awareness of SPARK and EC. SPARK conducted outreach at food pantries, local agencies, school districts, the park district, museums and neighborhoods.

## Bright by Text

SPARK partnered with Bright by Text to provide a free text messaging service to all local families. Bright by Text provides invaluable information from early childhood experts on topics including developmental milestones, mental health and resilience, social-emotional competence, STEAM, language and literacy, nutrition, health and more. It is also a great opportunity for SPARK to continue partnering with local agencies to share their vital services with the community. Families receive updates about not only SPARK but also local events, programs, services and more right to their phone.

315 Active Users

2,800 Localized Texts  
Sent Annually

12% Click-thru Rate

# OUR IMPACT

## The Week of the Young Child 2023

We hosted our annual Week of the Young Child resource fair with 15 community partners on April 22, 2023 at the Fox Valley Mall. We estimate around 800 people attended and they received resources from our partners, developmental screenings and also got ample opportunities to engage in parent-child activities provided by SPARK and other partner agencies.

## Family Gateway Interviews

Families are asked in all our activities if they would like to participate in a Family Gateway Interview. The interviews help us determine if they are interested in enrolling in an EC program and their eligibility for publicly funded programs. It also helps us to determine if they have any need or request for support their whole family. Our goal was 114 interviews for the fiscal year. To date we have completed over 300 interviews with families.

## Parent Testimony

Parent testimony used in a video created by Illinois Action for Children, from Lizbeth Rodriguez (translated from the original Spanish)

My name is Liz, this is my daughter Allison. Allison is almost 2. She loves drawing on everything, playing with her toy food and learning new words. She likes learning about fruit. I am a first time mom and an only child from my parents. The Opening Doors (Abriendo Puertas) program helped me learn from other parents. I didn't understand the importance of reading to my baby, my parents never did that for me. I'm so grateful to have the opportunity to do better for Allison. The parenting and play groups have helped Allison grow faster than I could have imagined. Before she only had interaction with her dad and I. Now, she's talking. She's less shy. She's open to learning new things.